

Webbula Case Study | National Leisure Sports Organization

Webbula recently worked with a well-known National Leisure Sports Organization with over three million members. The legacy issues involved spanned years of different databases, collection methods, and quality control issues. Our challenge was to take almost a decade of data collection taken across three completely different CRMs, nearly 12 different databases - which had resulted in over six million records - and unite them all into one unified and accurate database.



Webbula Expertise in Action

The **Webbula dataVault** provides a powerful truth-set against which, even decades old data, can be compared. Identifying, comparing, and resolving multiple names, addresses, and other information across six million records is no easy task. In addition, each instance has to be determined against current "updated" information. People move, change last names, or - in many cases - are no longer living. A lot changes over nearly ten years.

Using **insightData** allowed us to hold a mirror up to the data as it began merging into one database. Multiple records were merged, deduplicated, and updated with current postal addresses, phone numbers, and email addresses. As this process was on-going, each of the records was put thru our **cloudHygiene** service to ensure the accuracy and reliability of the remaining email addresses. All while preserving the all-important connection to member ID numbers.

Results

What began as slightly over six million combined records resulted in slightly less than two million accurate, reliable, and trusted membership records. Those are being migrated into a brand new CRM now so the client can begin communicating regularly with their membership once again.

